Building a Global Channel

1

VISION & UPDATE ON CHANNEL STRATEGY

SANDRO BOTTA
SALES MANAGER

OpenERP is changing trends that are turning the traditional partner model on END

In any industry ,
the **only reason** why two partners decide to enter into a **relationship** is because both find **value added** in it ...
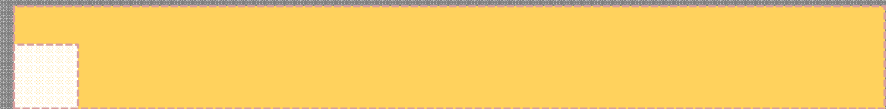
Partner Management 2009-2010

2009

- 90 partners
- No partner program
- No partner management

2010

- Launch of new partner program
- 150 Partners
- Launch of OpenERP Publisher Warranty

Open ERP

Partner Management TODAY

2011

- 330 Partners EMEA/Asia
- 70 Partners Americas
- Light Presence in 70 countries
- Activation Ratio 20%
- Many first year partners
- Major Processes change
- OPENERP Enterprise

2012

- 450 partners
- Activation Ratio 39%
- Good partner identification
- Launch of Partner Portal
- Reinforce local presence
- Resellers strategy v.s true integrators

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2013

- 550 partners worldwide

- Strengthen local presence

- Increase of activation ratio through v7

- Better partner enablement – helping partners resell

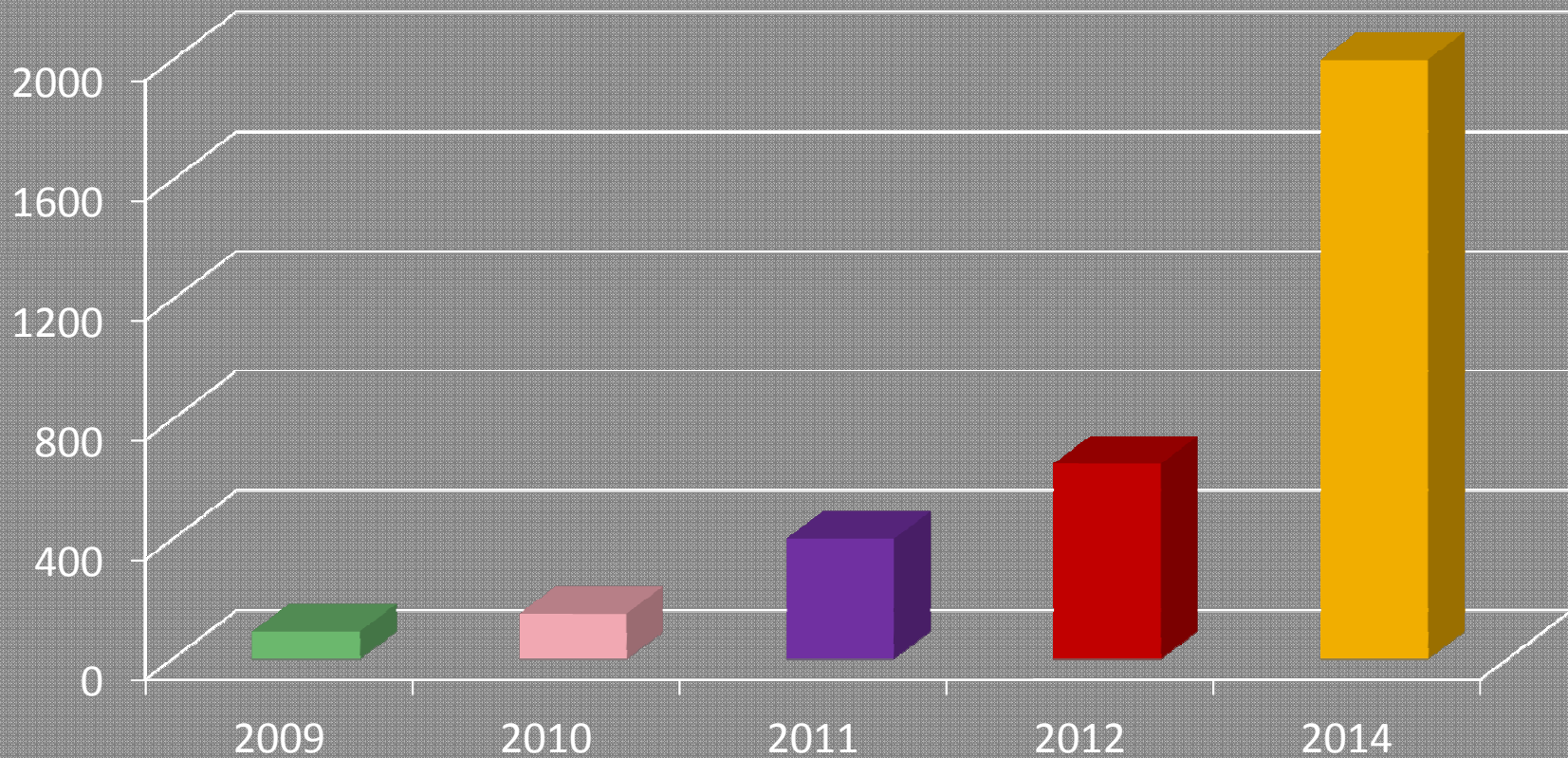- Partner expertise recognition program

*Open*ERP

2014

- 2000 partners worldwide

- Strengthen local presence

- Activation Ratio 80%

- Many Resellers (Quickstart)
  Get the Mass !

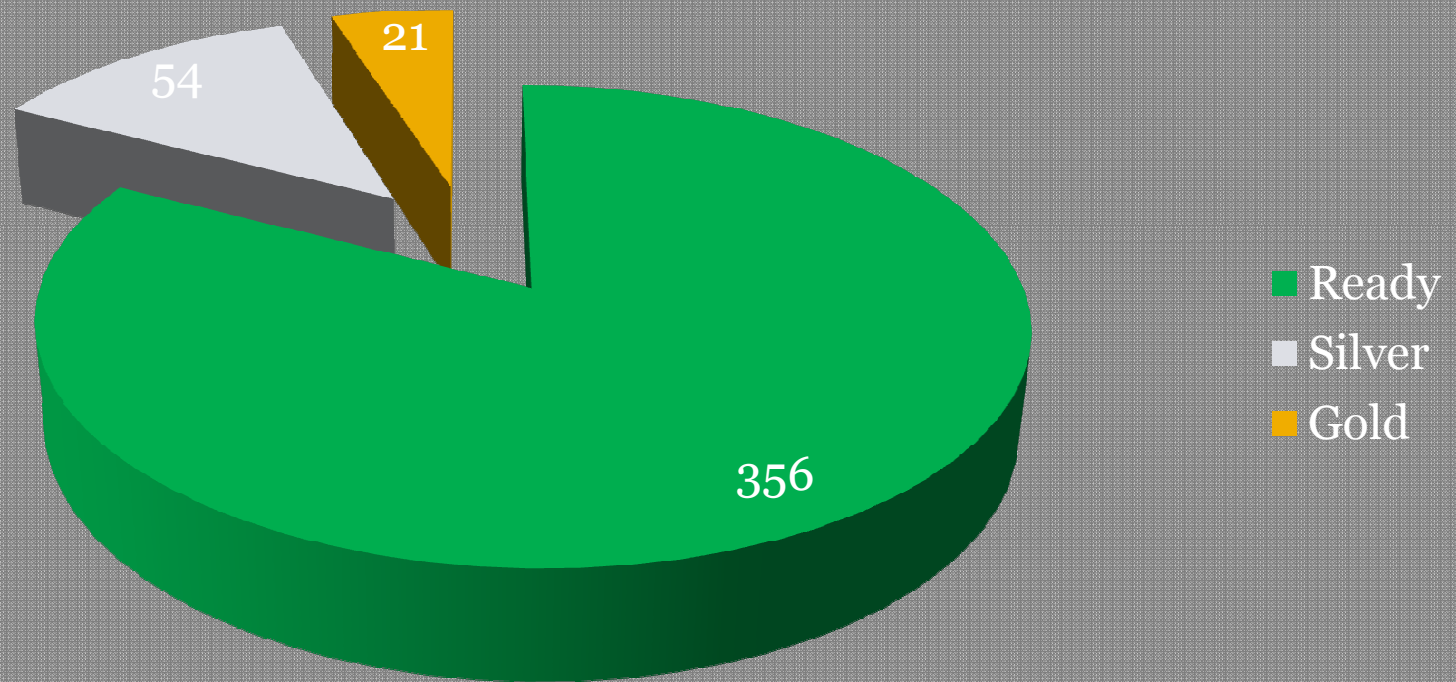- System Integrator model

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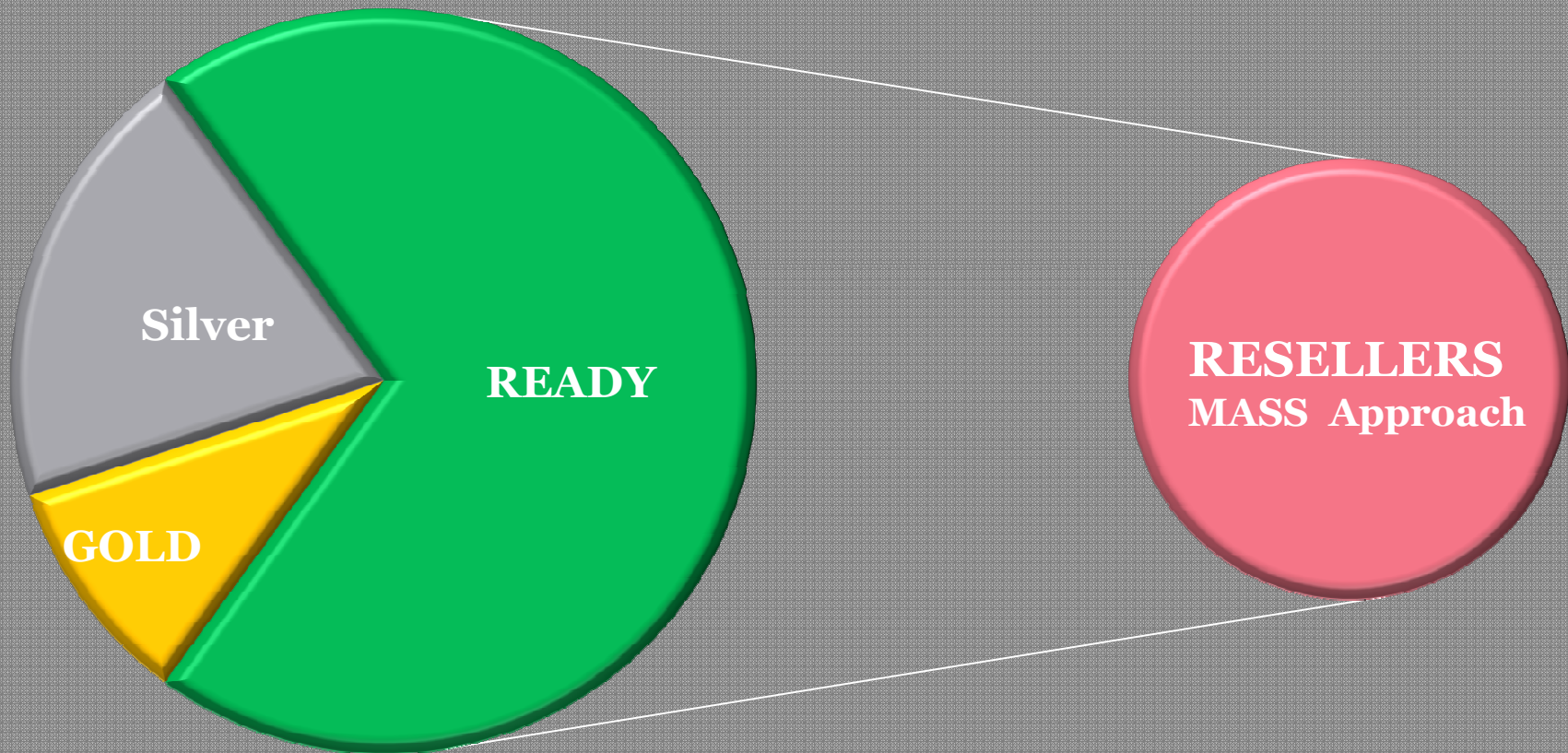# Global Partner Network Growth

Partner Network Growth

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Partner Grade Split Chart

- Ready
- Silver
- Gold

Partner Network Split - Vision

Silver

GOLD

READY

RESELLERS
MASS Approach

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ROLES	SERVICES
OPENERP Publisher	
Marketing	Account Manager
Develop new versions	Upgrade to new versions
Maintain Stable versions	Unlimited bug fix on stable versions
Sales	Partner assistance and enablement
OPENERP Partners	
Sales	Partner
Customer Implementation	Custom Development
After-sale service	Custom Support
Strategy	Out of the box OR System Integration
Marketing	Referrals & Branding

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"After 4 years working with Partners we noticed some performed much better than others ..."

HOW COME ?

The new certification program

What it is

A **professional** certification program

managed by professionals

for professionals

taking **technical** and **functional** knowledge

to a **higher** level

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Today's pain points

➢Random quality and expertise throughout the partner network worldwide

➢Unhappy customers after bad recommendations or implementations

➢Expertise is not recognized

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Objectives of the certification

- Ensure a constant level of quality amongst the partners and the community all through the world

- Get recognized for expertise

- Make expertise accessible to more people

- Extension of the OpenERP branding

- Key driver for the actual training programs

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How we will do

- OpenERP has chosen Pearson View to deliver their technical and functional certifications.

- Pearson View is the world leader, delivering certifications for companies like

Adobe   Alfresco   Business Objects   Cisco   Citrix

HP Huawei   Juniper   Linux   Novell   Oracle
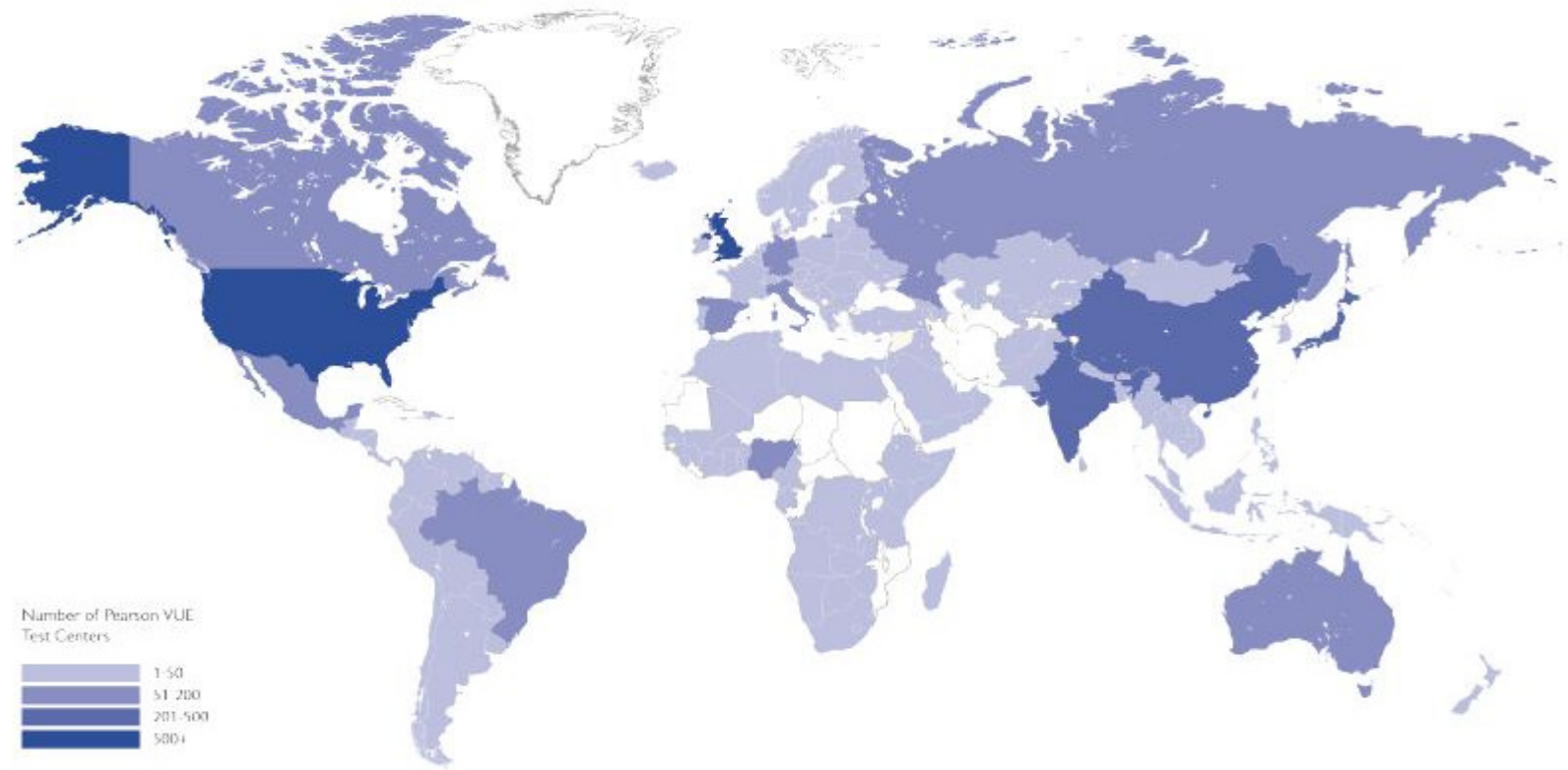
SAP   Siemens   Symantec

Vmware   …

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A global presence

World's most comprehensive test center network
More than 5,000 test centers in more than 175 countries
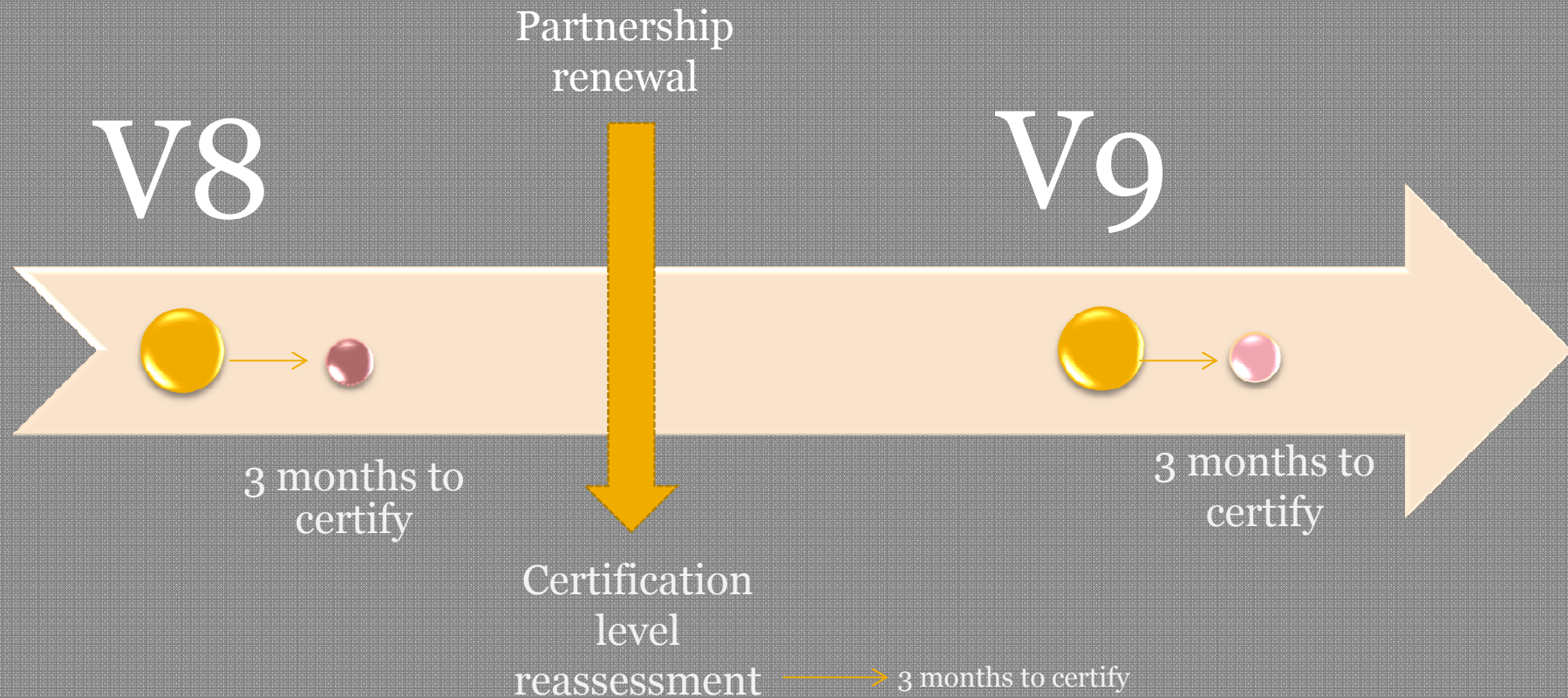
Professional test centers

For partners …

- An opportunity to sell trainings through the value of the certification

- An opportunity to keep your teams up to date on OpenERP, functionally and technically

- Partners will certify against the last version:
  - Ready Partners   1 certified
  - Silver Partners   2 certified
  - Gold Partners   3 certified

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Partners certification upgrade timeline

Partnership renewal

V8

3 months to certify

Certification level reassessment ⟶ 3 months to certify

V9

3 months to certify

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Certifications provided

4 certifications

- Functional

  – Level 1 : Standard

  – Level 2 : Sys admin

- Technical

  – Level 1 : Standard (2014)

  – Level 2 : Expert (2014)

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From the early beginning till today and surely tomorrow we all enjoyed working with YOU fellow partners !

The Channel Team

THANK YOU